Listing of Claims:

1-73.   (Canceled).

74.   (Previously Presented) A method, comprising:

selecting a fixed vendor in response to a first transaction message received from a mobile buyer unit configured to communicate with a network;

recognizing an image of a buyer associated with the mobile buyer unit by comparing the image of the buyer to a stored image of the buyer, wherein a visual analyzer module recognizes the image of the buyer using at least one of neural-based software or adaptive learning software; and

sending at least a portion of the first transaction message to the fixed vendor in response to the recognizing the image of the buyer.

75.   (Previously Presented) The method of claim 74, further comprising sending the image of the buyer and an image recognition confirmation to the fixed vendor.

76.   (Previously Presented) The method of claim 74, further comprising sending, to the mobile buyer unit, a second transaction message associated with the fixed vendor.

77.   (Previously Presented) The method of claim 76, wherein the first transaction message comprises an offer to buy at least one of a good or a service, and wherein the second transaction message comprises at least one of a counter-offer or an acceptance to sell at least one of the good or the service.

78.   (Previously Presented) The method of claim 76, further comprising facilitating a transaction between the mobile buyer unit and the fixed vendor in response to the first transaction message and the second transaction message.

79.   (Previously Presented) The method of claim 74, further comprising selecting the fixed vendor in response to the fixed vendor providing at least one of a vendor service or a vendor product that matches a mobile buyer interest.

80.   (Previously Presented) The method of claim 74, further comprising determining a first location of the mobile buyer unit and selecting the fixed vendor in response to at least one of the fixed vendor being near the first location of the mobile buyer unit, or the fixed vendor being near a second location to which the mobile buyer unit will be moving.

81.   (Previously Presented) The method of claim 74, further comprising selecting the fixed vendor in response to at least one of a pattern of mobile buyer unit movement, a previous mobile buyer unit location, or a previous mobile buyer unit transaction message.

82.   (Previously Presented) The method of claim 76, wherein the second transaction message comprises at least one of a fixed vendor real-time inventory listing, fixed vendor service information, fixed vendor good information, a fixed vendor location, directions to the fixed vendor location, or location-based pricing of at least one of a vendor product or a vendor service.

83.   (Previously Presented) The method of claim 74, wherein the mobile buyer unit is a cellular phone configured to communicate with the network via a wireless communicator.

84.   (Previously Presented) The method of claim 74, wherein the image of the buyer is a digital image that comprises at least one of an embedded watermark or a digital certificate configured to facilitate security of the digital image.

85.   (Previously Presented) The method of claim 74, wherein the mobile buyer unit comprises a detector configured to record the image of the buyer.

86.   (Previously Presented) The method of claim 74, further comprising delivering at least one a solicited product, a solicited service, an unsolicited product, or an unsolicited service to the

mobile buyer unit in an electronic format in response to the sending at least the portion of the first transaction message to the fixed vendor.

87. (Previously Presented) The method of claim 74, further comprising delivering an electronic document to the mobile buyer unit in response to the sending at least the portion of the first transaction message to the fixed vendor.

88. (Previously Presented) The method of claim 74, wherein the image of the buyer is received from the mobile buyer unit.

89. (Previously Presented) The method of claim 74, wherein the image of the buyer is received from a fixed detector distinct from the mobile buyer unit.

90. (Previously Presented) A controller comprising:

a processor configured to utilize software to select a fixed vendor in response to a first transaction message received from a mobile buyer unit configured to communicate with a network;

a visual analyzer module configured to recognize an image of a buyer using at least one of neural-based software or adaptive learning software, wherein the visual analyzer module is configured to recognize the image of the buyer by comparing the image of the buyer to a stored image of the buyer; and

a communicator configured to send at least a portion of the first transaction message to the fixed vendor in response to the visual analyzer module recognizing the image of the buyer.

91. (Previously Presented) The controller of claim 90, wherein the image of the buyer comprises a still image of the buyer.

92. (Previously Presented) The controller of claim 90, wherein the image of the buyer comprises a video image of the buyer.

93.   (Previously Presented) The controller of claim 92, wherein the video image of the buyer comprises an audio component, and wherein the visual analyzer module is further configured to generate audio recognition information associated with the video image of the buyer.

94.   (Previously Presented) The controller of claim 90, wherein the communicator is configured to receive the image of the buyer from a fixed detector configured to observe the buyer.

95.   (Previously Presented) A mobile buyer unit, comprising:
       a detector configured to record an image of a buyer associated with a mobile buyer unit; and
       a communicator configured to send the image of the buyer and a first transaction message to a controller via a network, wherein the controller comprises a visual analyzer module configured to recognize the image of the buyer by comparing the image of the buyer to a stored image of the buyer using at least one of neural-based software or adaptive learning software, and wherein the communicator is further configured to select a fixed vendor in response to the first transaction message and send at least a portion of the first transaction message to the fixed vendor in response to the visual analyzer module recognizing the image of the buyer.

96.   (Previously Presented) The mobile buyer unit of claim 95, wherein the communicator is further configured to receive a second transaction message in response to the fixed vendor receiving the first transaction message and a buyer image recognition confirmation.

97.   (Previously Presented) The mobile unit of claim 95, wherein the mobile buyer unit is a cellular phone and the buyer is a cellular phone user.

98.   (Previously Presented) The mobile unit of claim 97, wherein the cellular phone comprises a locator configured to facilitate a determination of a cellular phone user location.